

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
International Bureau(43) International Publication Date  
18 September 2003 (18.09.2003)

PCT

(10) International Publication Number  
**WO 03/075867 A1**(51) International Patent Classification<sup>7</sup>: **A61K 7/06, 7/09**(21) International Application Number: **PCT/EP03/01581**(22) International Filing Date: **18 February 2003 (18.02.2003)**(25) Filing Language: **English**(26) Publication Language: **English**(30) Priority Data:  
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Published:

— with international search report

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(54) Title: **TRIBLOCK COPOLYMERS FOR COSMETIC OR PERSONAL CARE COMPOSITIONS**

(57) Abstract: Hair treatment composition comprising an ABA block copolymer are disclosed, wherein the A groups are polymeric blocks built up from an ethylenically unsaturated polymerisable monomer and the B group is a poly(alkylene oxide) block. The composition further comprise cosmetically acceptable diluent or carrier.

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